



Acknowledgements and Publicity Guidelines

Growing Suburbs Fund

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1. Acknowledgement and publicity guidelines

1.1 Acknowledging the Victorian Government's funding investment

Recipients of Victorian Government investment into community and social infrastructure, made through Office for Suburban Development, are required to acknowledge the Victorian Government in publications, events, promotions, media, social media, capital works signage and all forms of publicity.

Important to the success of government's on-going partnership with funded organisations is the acknowledgement of financial investment provided by the Victorian Government.

These Acknowledgement and Publicity Guidelines are an attachment to the Grant Agreement for community and social infrastructure projects and form part of the obligations of funded organisations in delivering projects. These guidelines provide information and direction to assist funded organisations meet their obligations through a range of investment programs managed by Office for Suburban Development.

1.2 Confidentiality of funding until a public announcement is made

Once approved, funding outcomes remain strictly confidential until the Minister for the Suburbs or a representative has publicly announced the funding.

The Office for Suburban Development is responsible for coordinating participation by the Minister for the Suburbs or a representative in these announcements, which may be in person or through media release. The Office for Suburban Development will contact your organisation to make arrangements for any Ministerial announcement.

1.3 Prominent display of Victorian Government signage at openings

Victorian Government signage or banners may be required to be displayed at openings, launches and other events supported by the government.

If required, Victorian Government banners will either be provided by Office for Suburban Development at the event (through your primary contact) or can be borrowed and returned to Office for Suburban Development after the event, with your organisation responsible for

organising collection and prompt return, or through alternative arrangements by negotiation.

1.4 Event opportunities and invitations

Funding recipients are required to invite the Minister for the Suburbs to participate in milestone events associated with any project including ground-breaking ceremonies, construction inspections and photo opportunities.

When your organisation intends to officially open a project that has received investment, your organisation is required to invite the Minister for the Suburbs to participate in the official opening.

Adequate notice of at least 6 weeks is required when inviting the Minister to an event. When inviting the Minister you must provide several date and time options for review. Once the date and time is confirmed by the Minister's Office, your organisation will be required to work with Office for Suburban Development to coordinate the Minister's (or representative) role in the event.

When inviting the Minister for the Suburbs to events, please follow these steps.

Step 1: At least 6 weeks prior to your proposed event, email the Hon Sonya Kilkeny, Minister for the Suburbs at Reception.kilkenny@transport.vic.gov.au (and CC your Office for Suburban Development primary contact) with the following details:

- Event name
- Potential dates*
- Start and finish times
- Exact address
- Ministerial role (for example, speech, ribbon cutting, plaque unveiling, groundbreaking, site walk through)
- Ground contact information from event organiser

*Please identify where any potential dates align with other organisational activities. For example, community day, open house.

Step 2: Once the event is confirmed, Office for Suburban Development will work with your organisation on the details of the event, including logistics and proceedings.

1.5 Written acknowledgement

1.5.1 Award submissions

Funding recipients are required to obtain Office for Suburban Development's approval prior to submitting for an award. The Victorian Government, including Office for Suburban

Development, must also be recognised as project partner in award submissions for funded projects. This approval can be obtained through your Office for Suburban Development contact. This requirement applies to funding recipients and consultants engaged to deliver the project. The Victorian Government should be recognised through any media activities (including social media) should an award be received.

1.5.2 Social media

Funded organisations can showcase projects and create greater visibility and recognition through social media platforms. If promoting your project via social media, your organisation is required to acknowledge the support of the Victorian Government.

To acknowledge the Victorian Government's support on social media platforms, it is recommended your organisation uses the following phrases:

- During delivery: The [name of program/s/projects/s/] are/is supported by the Victorian Government.
- During or post-delivery: [Name of organisation] acknowledges the support of the Victorian Government.
- Post-delivery: The [name of program/s/projects/s/] was/were supported by the Victorian Government.

When creating a social media post use the following handles to support cross-promotion of your project:

- @vicgovau (X, formerly known as Twitter)
- @VicGovDTP (X, formerly known as Twitter)
- @department of transport and planning (LinkedIn)

Social Media Obligations for Contractors and Consultants

Organisations are required to ensure project contractors and consultants acknowledge the Victorian Government's investment through their own social media posts on all relevant platforms.

It is the organisation's responsibility to ensure appropriate recognition which may include the approved phrases and handles from Section 1.5.2 above.

1.5.3 Digital and printed materials

Organisations are required to acknowledge the Victorian Government's investment in public information including, but not limited to published or printed materials, strategies, websites, presentations, or speeches. Examples include:

- **Planning Projects including facility feasibilities, municipal and regional strategies**

Include Victorian Government logo and written acknowledgement statement to be included in the final publication/s.

- **Printed and electronic documents, reports, brochures for funding projects**
Logo and written acknowledgement statement placed where appropriate.
- **Posters**
Logo and written acknowledgement.
- **Videos**
Logo and written acknowledgment in credits, end slides or another appropriate part of the production.
- **Websites**
Logo and written acknowledgment where appropriate. The acknowledgment only needs to occur on relevant pages for the funded project.
- **Media releases**
Written acknowledgement identifying the Victorian Government's investment and funding source.
- **Events (speeches/launches/ openings)**
Verbal acknowledgment by representatives of funded organisations.
- **Banners (for events)**
Display banners (where practical) accompanied by acknowledgment in programs/invites/websites related to the event (where practical).

2. Site signage requirements

2.1 Grant funded projects

Signage forms an important part of your organisation's funding obligations. In many cases, the approval and installation of construction and permanent signage forms part of funding agreement milestones.

Example signs can be found in Section 3. Please note, these designs are for indicative purposes only. They are not artwork and should not be used to reproduce the logos.

Projects under \$250,000

Capital works signage is not required for projects with government funding under \$250,000.

If a sign is erected, then the sign must acknowledge the government's contribution. Capital works signage guidelines don't need to be followed.

However, any use of Victorian Government branding should comply with the [Brand Victoria Guidelines](https://www.vic.gov.au/brand-victoria-guidelines) (<https://www.vic.gov.au/brand-victoria-guidelines>).

Projects over \$250,000

Capital works signage is required for projects with government funding over \$250,000. Our capital works signage guidelines must be followed.

Capital works signs must be displayed as early as possible following the commencement of construction and removed within three weeks of completion of works. Signs should be placed in the most appropriate position in relation to the works to achieve maximum visibility.

Sign types

There are two types of signs – Pedestrian Capital Works Signs and Construction Site Capital Works Signs.

- Pedestrian Capital Works Signs are aluminium/wooden signs with digitally printed faces, and should be used on smaller sites.
- Construction Site Capital Works Signs consist of vinyl/mesh banners and should be used on large sites with perimeter fencing. Where this would not be visible to the public, Pedestrian Capital Works Signs may be used instead.

Download the guidelines from [Capital works signage guidelines](https://www.vic.gov.au/capital-works-signage-guidelines) (<https://www.vic.gov.au/capital-works-signage-guidelines>).

All construction signage designs must be endorsed by your Office for Suburban Development primary contact. Paper or card printed and laminated signage is not suitable.

Plaques/Permanent signage (completed projects)

All permanent signage/plaque designs must be endorsed by your Office for Suburban Development primary contact. Paper or card printed and laminated signage is not suitable and not considered as permanent signage.

Plaques acknowledging the completion of projects must be installed permanently and not removed. Please contact your Office for Suburban Development representative if installed permanent signage has been identified for removal, replacement and/or relocation.

For more information, please refer to section 3.1.2.

3. Victorian Government signage requirements

Signage requirements for Victorian Government funding programs are managed by the Office for Suburban Development. For projects above \$250,000, please defer to [capital works signage requirements \(https://www.vic.gov.au/capital-works-signage-guidelines\)](https://www.vic.gov.au/capital-works-signage-guidelines). The webpage includes various templates for use.

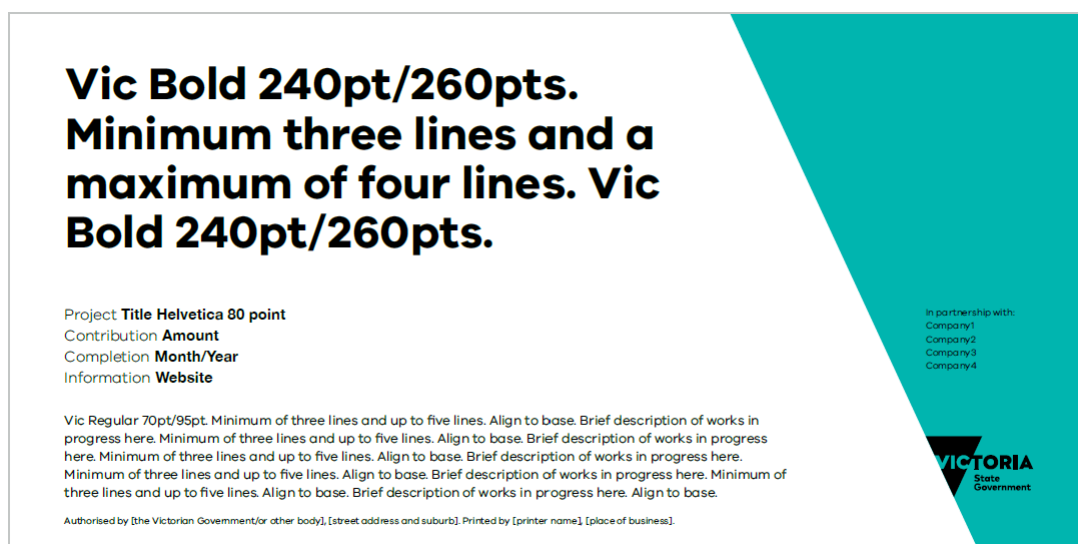
The following information is a highlight of capital works signage guidelines. We recommend reviewing the guidelines in detail.

3.1 Standard signage requirements

3.1.1 During construction

Text fields

The size of signage must adhere with capital works signage as referred to in Section 2. During construction, a temporary sign must be installed in a prominent location visible to community acknowledging the contribution of the Victorian Government with the text and logos below.



Project gives the title of the project.

Contribution specifies the Government's financial contribution. If there is more than one contribution, these should be placed on a single line, separated by a comma.

Completion specifies completion month and year. Information provides website or other contact details where more information about the project can be obtained.

Description provides more detailed information about the project. A brief description of works can be added, and vary between five or six lines of text (approximately 110 words). Note that this is an element of Pedestrian Capital Works Signs only.

In partnership with identifies the design and/or construction partners and contributors, using company names only, not logos. This section is optional and can be omitted if required.

Authorisation tag in conformity with the Electoral Act 2002, all signage must carry an authorisation tag including the following details:

*Authorised by [the Victorian Government/other entity name], [street address and suburb].
Printed by [printer name], [place of business].*

Sign construction

Pedestrian Capital Works sign (1000 H X 2000 W mm)

Pedestrian signs should be placed in the most appropriate position in relation to the works to achieve maximum visibility. Where projects take less than a year to complete, these signs may be erected with wooden legs and stays fixed to the ground (concrete footings are not required). Where a project runs for a year or more, powder coated aluminium frames and concrete footings are required. The sign should be free standing where possible, but may be wall mounted where there is insufficient room.

Construction site capital works sign (1700 H X 6900 W mm)

These signs are produced using mesh/vinyl and wrap onto a 1.8 metre high cyclone fence using UV resistant cable ties and eyelets positioned every metre. The signs should be positioned with a 50 mm gap from top and bottom of the fence. These signs can be of unlimited length, with artwork repeated around the perimeter of the fence. If repeated, each occurrence of artwork must be immediately adjacent with no spaces between occurrences.

Planning requirements

Under clause 52.05 of the Victoria Planning Provisions, signs greater than two square metres may require a planning permit. This does not affect Pedestrian Capital Works Signs as these are under two square metres. For Construction Site Capital Works Signs it is necessary to check with the relevant planning authority prior to installation of signs. Capital works signs must not be placed on or over a road or a road reserve.

3.1.2 Completed projects

Organisations that install a permanent plaque acknowledging the contribution of the Victorian Government should use the text (or similar version) and logo below in a scale appropriate to the project.

For projects where the Minister or Victorian Government representative is opening the facility:

This facility was officially opened by [insert Minister/member name] on [insert date] and was built/developed/delivered by [list organisation/s, for example, council and/or club name] in partnership with the Victorian Government.

For projects where a Victorian Government representative is not present:

This facility was built/developed/delivered by [list organisation/s, for example, council and/or club name] in partnership with the Victorian Government.

The Victorian Government logo must be placed at the bottom right corner of the plaque (see image below for example):



There may be instances where the Victorian Government requests alternative signage to those indicated in the examples above. This will be negotiated with the funded organisation through a specific request made by Office for Suburban Development, if required.

Important: Artwork for all draft signage and plaques must be provided to your Office for Suburban Development primary contact for approval prior to production and installation. Funded organisations should allow sufficient time (1 week minimally) to have signage approved by Office for Suburban Development and prior to formal events that include the Minister for the Suburbs or Victorian Government representative.

4. Brand Victoria Logos

The Brand Victoria logo is the primary branding device of the Victorian Government. It replaced the previous Victorian Government logo from 2015 and should be used for all new acknowledgements.



Where a logo acknowledgement by a funded organisation is required, the guidelines outlined below for using the Brand Victoria logo must be followed.

Under no circumstances should funded organisations alter these logos or copy and paste the logo from this or any other Victorian Government publication or website.

4.1 Official colours and correct logo usage

To maintain the consistent use of the Victoria State Government logo, the preferred colour usage is either Government Blue (**PANTONE 2945** – Hex #004c97) or **BLACK**.



The area surrounding the text and triangle should reveal the underlying background colour and should not default to white on a coloured background. It should never appear with a white box around it.

For reasons of clarity and impact, consideration should be given to the appropriate contrast between the background and the logo. Where the background is a solid and/or dark colour, use a white logo.

Logos cannot be stretched or distorted in any way – the ratio between width and height measurements should always be kept the same.

Correct – white logo



Correct – reversed out with high contrast background



Correct – white background



Incorrect – white box



Incorrect – low contrast



Incorrect – distorted



4.2 Logo use and placement

The visual style of the organisation receiving the funding should be the primary brand of the publication or website.

The partner organisation’s logo should be placed to the left of the Brand Victoria logo, if possible, and clear space left around it.

Clear space is an exclusion zone surrounding a logo where no other text or graphic may appear and should allow enough space to visually separate logos. The clear space should constitute 50% of the width/height of the logo itself.



4.3 Sizing and dimensions

Minimum size for logo usage is that it should be **10 mm in height**.

4.4 How to access Brand Victoria logos

To access the logo, visit the [Brand Victoria – using our logos](https://www.vic.gov.au/brand-victoria-using-our-logos) webpage (<https://www.vic.gov.au/brand-victoria-using-our-logos>). Alternatively, please contact your Office for Suburban Development primary contact.

If your organisation is unsure about when and how the logo should be used, or any queries related to the design of signage, please reach out to your Office for Suburban Development primary contact.

Should council receive funding for a project that requires alternative signage to those described in these guidelines, Office for Suburban Development can negotiate these guidelines on a case-by-case basis.

4.5 More information

Please contact your Office for Suburban Development primary contact if you require additional information or assistance on any of the funding publicity and acknowledgement requirements.